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# Soviet Propaganda Selling Improved U.S. Ties to Public

By Robert G. Kaiser

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MOSCOW, April 9—In recent days, Soviet newspapers and television have expanded a propaganda campaign apparently intended to explain improved Soviet-American relations to the public.

Readers and viewers have been given unprecedented exposure to articles, speeches and reports on how well relations are developing between the superpowers, and how good this is for all concerned.

Communist Party propagandists are elaborating this message in political lectures, telling their audiences that the Cold War period has been supplanted by "a new stage in international relations."

The official enthusiasm in these articles, broadcasts and lectures seem to be a clear signal to the public and to party activists that it is time for a change in attitudes toward "the leading imperialist power," as the United States was regularly described until recently.

So much publicly expressed enthusiasm also seems to indicate the extent to which the Soviet leadership is now committed to a better relationship with the United States.

The new propaganda campaign pops up in unexpected places. For example, one evening last week tens of millions of Soviet citizens watched the telecast of the Soviet-Czechoslovak hockey game in the current world championship competition. Between the first and second periods of the game, these millions of hockey fans saw a speech by the minister of health, Boris Petrovsky, who extolled the benefits of Soviet-American cooperation in medical research.

The weekly magazine *Za Rubezhom* (Abroad), which prints translations from the foreign press and original articles, devoted five full pages of this week's issue to "U.S.S.R.-U.S.A.: Expansion of Business-Like Cooperation for the Sake of Peace."

This unusual special section contained seven different articles pointing toward expanded Soviet-American trade.

At least one or another of the major Soviet daily newspapers has carried an article on Soviet-American relations almost daily for a week. In Sunday's *Pravda*, an article on cooperation in medical re-

Michael DeBaakey had performed a six-hour operation on the Soviet Union's top scientific official, M. V. Keldysh, president of the Soviet Academy of Science.

The operation was a success, *Pravda* said, and Keldysh is already back at work. News of this heart surgery may surprise many *Pravda* readers, who are not used to reading that their officials have turned to foreign specialists for health care. The Soviet Union has always boasted proudly of its own state medical system.

In the past week, *Pravda* has also carried long pieces on preparations for the joint Soviet-American space flight in 1975.

The press has given the most attention to trade with America. Articles on the subject cite recent agreements with U.S. concerns and other signs of progress. They also note that "some circles" in the United States are trying to frustrate further progress.

Political lecturers explain the improved relationship with America as a consequence of the Soviet Union's increased strength and influence. In the past, they say, the United States felt it could act "from a position of strength," but it now recognizes that the Soviet Union must be treated as an equal.

Several of the recent newspaper articles indicate official sensitivity to the charge that Soviet-American cooperation is essentially "one-sided" American aid to the Soviet Union. These articles insist that both countries are making an equal contribution to each other's knowledge and well-being.

There is no apparent sensitivity about helping the ideological enemy. Writing in *Pravda*, a deputy minister of foreign trade said that trade between the superpowers would "lead to higher living standards for the peoples of both countries."

## Thuy in Moscow

MOSCOW, April 9 (UPI)—Xuan Thuy, who led the North Vietnamese delegation at the Paris peace talks, arrived here en route to Hanoi for a visit at the invitation of the Soviet